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Quotable

“As a prominent educator has expressed it. Americans generally spend so much time on things that are urgent that we have none left to spend on those that are important.” – Gustav Metzger

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Are You Ready To Be A Frantreprenuer?

By Rob Andreski

Have you made the decision to start exploring the world of franchising? If so, CONGRATULATIONS! You have officially started the journey! Over the next couple of newsletters, I will highlight some ideas to get you moving down the road.

As you begin this trip, you will want to make sure you have a plan of exactly where you are going. Without it, you may be in for a bumpy journey filled with too many options and too little information. It is estimated that only 1 out of every 100 people standing where you are at today actually make it to the end destination of buying a franchise. Here are a few suggestions to help you reach your final destination...

Step #1 Is Franchising Right For Me?

This is typically where most make their first wrong turn. They get that euphoric self-employment high and immediately start looking immediately at businesses and concepts that will make them wealthy. They hit the web, fill out a bunch of info requests and before they know it are swarmed with calls, emails and mail. Most frequently leading to information overload. Just like that, the dream short circuits.

Do yourself a favor...hit the web, Amazon.com, your local book store or contact a franchise professional and spend some time learning about franchising first ([Recommended Books List](#)). Reputable consultants will be more than happy to spend some time answering your questions and taking some time to educate you on franchising so you can make an informed decision (email me and I will send you my Franchise 101 PowerPoint). Franchising does provide many wonderful advantages vs. a start-up, but it still is not right for everyone.

Higher success rates, quicker startup times, proven concepts / products, established brand, and fully developed operational systems are a few of the potential benefits of buying a franchise. But Remember: As a franchisee you are buying a business

format and to be successful you must be willing to follow that format to the “letter”. You will be provided little leeway by a franchisor in changing the products, services, processes or brand so you must be comfortable following and not recreating the wheel.

In the next Newsletter we will cover Step #2 Self Evaluation. If you can't wait for the next newsletter please give me a call and I am happy to talk with you further about how I can help you through this vital step and have you talking to your ideal business in no time at all! I can be reached at 888-400-1578 or rob@northstarfa.com.

Franchise Spotlight:



AllOver Media's vision is to have a dominant presence in local markets across the country. We are the out-of-home advertising company of choice among national, regional and local advertisers.

As an AllOver Media franchisee, you will use our proven methods and industry experience to build your own local media business. Our expertise in the non-traditional media industry gives you a comprehensive advantage. Our commitment to franchise training, superior customer service and national sales increases your ability to be successful.

Also, our unique blend of media products includes indoor print, digital indoor, and gas pump advertising just to name a few. We are constantly exploring other media opportunities for your market.

This franchise buying opportunity is ideal for anyone who is seeking:

- A small business franchise
- A home-based sales business
- A low start up opportunity

It's all of that and more. AllOver Media franchise opportunities offer less hassle and can be run as a no employee franchise.




The Market

Consumers have become more difficult to reach and are more on the go than ever. In addition, the technology of Satellite radio, TiVO, IPODs, etc. makes targeting consumers more difficult. Advertisers have sought new ways of targeting them. Advertising mediums have popped up all across the landscape: restroom, bus shelter, transit, and gas pump top advertising. These, along with many others, are called non-traditional or ambient media advertising.

This is an exciting time at AllOver Media. We are poised to grow and prepared to provide franchisees the tools they need to build a successful local business.

To Learn More About This Exciting Opportunity Please Email Me at rob@northstarfa.com or call me at 1-888-400-1578.



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